

St. Johns is Calling You

Is second in number of industries.
Is seventh in population.
Care to Portland every 16 min.
Has navigable water on 3 sides.
Has finest gas and electricity.
Has two strong banks.
Has five large school houses.
Has abundance of pure water.
Has hard surface streets.
Has extensive sewerage system.
Has fine, modern brick city hall.
Has payroll of \$95,000 monthly.
Ships monthly 2,000 cars freight.
All railroads have access to it.
Is gateway to Portland harbor.
Climate ideal and healthful.

ST. JOHNS REVIEW

Devoted to the interests of the Peninsula, the Manufacturing Center of the Northwest

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St. Johns is Calling You

Has seven churches.
Has a most promising future.
Distinctively a manufacturing city.
Adjoins the city of Portland.
Has nearly 6,000 population.
Has a public library.
Taxable property, \$4,500,000.
Has large dry docks, saw mills.
Woolen mills, iron works.
Stove works, asbestos factory.
Ship building plant.
Veneer and excelsior plant.
Flour mill, planing mill.
Box factory, and others.
More industries coming.
St. Johns is the place for YOU.

COUNCIL MEETS

Matters of Importance Receive Attention

All members were present at the regular meeting of the city council Tuesday evening, with Mayor Vincent presiding.

A petition was presented signed by a number of property owners and waiving all irregularities in case the council changed the curb line on Charleston street between Hayes street and Willamette boulevard from 15 to 18 feet. The petition was ordered filed. Mrs. A. V. Learned asked that certain shade trees be not disturbed in the event of improvement of this street, which was held over for investigation.

A remonstrance against the proposed vacation of a portion of Pierce street was made by J. S. McKinney and Matt Ranks, who claimed that such vacation would shut off their properties from an outlet to Willamette boulevard via Pierce street. It was finally decided that the vacation should exclude enough land on Pierce street to afford the outlet desired by the remonstrators.

Mrs. Williams objected to the height of dirt piled on her mother's lot at Willamette boulevard by the contractor in grading the street, but the foreman, Geo. H. Lemon, stated that he had received permission from the agent of the property so to do.

C. R. Chadwick and J. A. Hyde sought permission to enclose seven acres of ground with fence in the Eastern part of the city, which was referred to the city engineer, attorney and chairman of the street committee.

Bills totalling \$338.45 were allowed.

Councilman Graden of the water and light committee reported that he believed no hydrants were yet necessary on Willamette boulevard, but strongly recommended the placing of a hydrant near the North End school house. Alderman Munson stated that it was the intention to install a hydrant there as soon as the St. Johns avenue case was disposed of by the courts, so that improvement might take place and larger water pipes be laid.

The following bids were received on the improvement of Charleston street between Hayes and Willamette boulevard: V. W. Mason, \$3,096.60; Cochran-Nutting Co., \$3,076.82. The bid of the latter being the lowest, they were awarded the contract on the close vote of four to three. Councilmen Davis, Garlick and Graden voting in the negative, by reason of not favoring the improvement as proposed.

Ordinances declaring and assessing the cost of improving Burr street from Dawson to Banks were passed, as was also an ordinance amending the dance regulation ordinance.

A resolution vacating the ends of streets west of Willamette boulevard in exchange for roadway through the Stearns tract to the plant now being constructed by the Western Cooperative Company was adopted. This resolution had a narrow escape, however, as it required the affirmative vote of the Mayor to decide, Councilman Cornell having retired and Councilmen Davis, Graden and Waldref voting in the negative.

The bid of H. Steinfeldt on the improvement of Richmond street between Edison and the city dock was accepted, and he was awarded the contract without a dissenting vote. H. W. Bonham advocated the improvement as a business man of the city, and Councilman Waldref remarked that the industrial plants already located here were deserving of as much consideration as new ones that might locate in this city.

Alderman Graden, with a few preliminary remarks, made a motion that the weed cutting force be restricted to two men at a daily wage of \$2.50 with a ten day limit to complete the work, on the grounds that the weed crusade was becoming too expensive. No one, however, volunteered to second the motion. Mayor Vincent remarked that he believed the best plan had been adopted in fairness to all, that it was bearing good fruit, and that the city would probably be reimbursed for all expenditures made in this connection.

Will Help Fruit Growers

Within two days after the first loaded steamer entered the Panama Canal (the "Santa Clara," of the Atlanta & Pacific Steamship Company), word was received by Fruit Growers Transportation League of the first great benefits which the industry is to receive through the canal's operation. For the first time in Panama Canal history definite information is now given to the growers of the Northwest, and while it only covers dried fruits and canned goods, the saving in freight rates is so tremendous as to point the way to the equally great advantage that all branches in fruit growing are certain to get.

The reductions in dried fruit rates are startling. As compared with the present rate of 100 cents per hundred weight from Portland and Seattle to New York City, the direct water rate through Panama will be 37½ cents, and with dock charges, lighterage and marine insurance, the rate between the ports will not exceed 40 cents per 100 lbs. Adding the local rates to Portland, the dried fruit shippers will have a through rate from Willamette Valley shipping points to New York City and other Eastern Seaports ranging from 48 cents to 63 cents. This will cover more than 85 per cent of the Oregon dried fruit territory, while Clarke County, Washington, will have from Vancouver the low record rate of 45 cents by water as compared with one dollar by rail. Even the Umpqua Valley points 200 miles in the interior from Portland will be able to save \$3.00 and upwards per ton. As a whole the dried fruit growers will save not less than one hundred sixty dollars on every car handled by water. Dried fruit shippers are astounded at the possibilities which the water movement opens up.

Under the influence of equally low rates, the canning and byproduct industries will immediately commence to grow into enormous proportions. For years crying need of the grower has been for relief in some way as would enable him to utilize his small fruits and byproducts on a basis that would assure profit, and the Panama Canal more than fulfills his fondest hopes. The steamer rate of 37½ cents a 100 lbs. will apply on canned goods, and the whole of the canning field in Western Oregon, Clarke county and the Columbia Valley, will save more than one hundred and forty dollars a car. With real steamboat competition on the Columbia and Willamette rivers, the total saving will run close to two hundred dollars on every car shipped.

Mr. C. A. Malboeuf, Manager of the Fruit Growers Transportation League, who has been the pioneer and incessant worker for Panama Canal service and rates, modestly states that this is only the beginning of new things. He says: "I have always been a profound believer in Panama because in commercialized terms it means 'prosperity.' Rates on apples, potatoes, soft fruits and all other produce will feel an equal effect in rate reduction, but to my mind the rates will even go lower than the first ones we have been instrumental in getting. We are assured that the apple rates will be announced to us in a very short time, and will be so low as to startle every grower throughout the Northwest. The figures already named on canned goods and dried fruits are simply an index of what we may expect. What we need we shall get. Service to New York this season is a certainty, barring unforeseen accidents to the canal, and there will be enough steamers fitted with refrigeration to carry an immense quantity of our apples to the East by water. W. R. Grace & Company, operating the Atlantic and Pacific line have named the rates given and their fleet of modern vessels is ready for service. Service to Europe, the Orient, Egypt, South American markets, Australia, and many other countries is almost equally certain this year."

A big cannery and fruit packing plant to be built and operated by Libby, McNeil & Libby, the Chicago packers, is practically assured for The Dalles. A free site for the institution has been offered and fruits and vegetables in immense quantities will be produced to keep it in operation.

MEANS MUCH

Suicide to Carry Cheaper and Inferior Lines

By David Powell.

A Trade Mark is a copyrighted mark or label used by a manufacturer to distinguish his goods from those of other makers. It is to signify that he has used every effort to make his product superior to similar products on the market. That he believes he has done so, is evidenced by the guarantee he gives that all articles so labeled are warranted to give satisfaction. All manufacturers of Trade Mark goods authorize the dealers selling them to invariably refund the full purchase price of any article that proves unsatisfactory to the buyer. This feature is of real dollars and cents value to the consumer, because this refund can always be easily and quickly secured by the dissatisfied buyer while he is in the frame of mind to demand it at no expense whatever and very little trouble.

Only a very few Trade Mark goods are sold by catalog houses, and the reason for it is very apparent. A glance through their catalog will show that such as they do have listed are priced just as high, transportation charges being taken into consideration, as in the average upstate small town department store. As price is invariably their strong selling argument, they have quoted in their catalog substitutes of their own which, on account of inferior quality and workmanship, they are able to sell considerably cheaper than either they, or the local dealer, could sell the article of standard make. The success of the mail order houses of the country has been built upon the fundamental principle of selling cheap goods at cheap prices.

A case in mind that recently came under the observation of the writer quite clearly establishes this fact: Waterloo is a manufacturing town of some 30,000 people, situated in north-eastern Iowa. A firm of that town manufactured a popular line of cream separators which had quite a sale throughout Iowa and adjoining states. A Chicago mail order house conceived the idea of handling cream separators in their business, and accordingly offered to take the firm's entire output for a year. The terms were liberal and the offer was accepted.

The ink on the contract was hardly dry before the mail order house sent an expert to Waterloo to cheapen the cost of production. He demanded less expensive material here, and less care in workmanship there, until the manufacturers declared, in high wrath that they might put out such cheap and shoddy separators if they liked, but their name and brand should never go on them.

This is a fair sample of the factory methods employed by catalog houses. They talk much about cheapening production. Well, they do cheapen it—by using shoddy materials and doing slovenly work. The result is an inferior class of goods, which, even though looking as well as similar lines of standard make, will not wear nor hold its pleasing appearance half so long.

The service given by the local dealer is a very important part of the value received in the purchase of all lines of supplies but is very generally little appreciated by the prospective buyer. This is especially valuable to the buyer of farm machinery of every class. Consider the saving in time and money, as well as the convenience of having always within reach, without any expense whatever, an expert ready at all times to remedy any defects that may appear, and always willing to do everything he can to help the buyer keep his machinery in first class condition and running order. On the other hand, if a farmer has been tempted by the apparently low prices quoted, and bought machinery of any kind through a catalog house, he will generally find, upon receiving it, that it is of an obsolete pattern and one that, even though found to give reasonable service, would probably be discarded as a result of the first accident, no matter how trifling, on account of the aggravating delays and kindred troubles in-

Quite An Experience

From Tuesday's Oregonian:
Two little girls, hysterical and hardly able to speak, rushed down the hillside and into the first house they could find at Willbridge, close to the Standard Oil Company's works near Linnton, last night, declaring they had been kidnapped by three men at St. Johns. The men told them they would be taken for a nice automobile drive, said the girls, and then, crossing the river by the ferry, took them up into the hills. Here they finally started to build a fire. This caused the girls to become alarmed and while the men were collecting fuel they made their escape.

The girls gave their names as Clara Young of 1108 South Jersey street, St. Johns, aged 11, and Viola Gray, of 1200 South Ivanhoe street, St. Johns, aged 13. Viola Gray is an adopted child.

From the girls' story, as reported by A. C. Wright, proprietor of a cafeteria at Willbridge, it would seem that Clara Young was going to have a birthday party and was on her way to the other girl's home when she found her guest-to-be seated in an automobile, talking to three men. They told her they were going for a nice automobile drive and that she had better accompany them.

To this the girl assented, so all took their seats and drove off. They crossed the river by ferry and then, coming to the hills, the men suggested climbing them.

The girls accordingly got out of the automobile with the men and went up into the hills. As time wore on, though, they began to get alarmed and to worry about getting back. Their fears were increased when one of the men suggested building a fire. As soon as the men's attention was taken up by collecting material for a fire, the girls fled down the hill as fast as they could, eventually emerging just by Willbridge and taking refuge in the house of Mr. and Mrs. F. R. Walker. Mr. Walker is the telegraph operator at Willbridge. Mrs. Walker informed Mr. Wright of what had happened and he immediately telephoned the Marshal at Linnton. Sheriff Word also was notified.

The girls say that they can give a definite description of the men, but they failed to get the number of the car.

It is thought that beyond the fright which their experience has given them the girls were not harmed.

cidental to getting repairs.

This matter of service is perhaps of more value to the purchaser of gasoline engines and cream separators than other lines. He can go to the implement house and inspect all the standard makes, see them run, put them to any number of tests and then select the one that seems best suited to his requirements. If at any time anything goes wrong with it the dealer can be reached by phone and within the day will have a man on the ground to remedy the trouble. The mail order house in Seattle or Chicago can't send a man to fix the trouble every time something gets out of whack with one of their machines, and in the course of time the cost of repairs for such machines would very probably exceed the difference in first cost.

Local dealers, in selecting their lines, always try and get the best, as their success in getting future business will depend largely upon the service and satisfaction given by the merchandise sold. For this reason price must be a secondary consideration in choosing his stock. Quality always has been, and always will be, the corner stone of commercial success.

NOTICE.—On Thursday, July 16, about 11 o'clock, on Fessenden street, one block west of Smith avenue, St. Johns, two women took from the pocket of a vest that lay near the sidewalk, and belonging to a man mowing grass there, a small size, smooth back, open face gold watch, bought from Staples, the jeweler. These women were seen taking it. This watch is the gift of a dead son. If they will leave or send it to 717 Princeton street, Portland, no questions will be asked. Otherwise they will suffer the consequences. adv.

A Kodak FREE to the best guesser. Ask Currin's.

"Back to the Home"

An appeal for help in making the "Back to the Home" movement a success was directed to parents recently by William F. Woodward, chairman of the public education committee of the Social Hygiene society, that has the enterprise in charge. Mr. Woodward said:

"Earnest, thoughtful parents, upon whose shoulders rests the responsibility for what our growing generation of boys and girls shall be, may well unite in a common cause, which shall have for its object the restoration or creation of those home interests for the child which today in so many homes are lacking—more through ignorance than neglect."

What does the average, present day city or suburban door-step contain, which, in the slightest degree will awaken, retain and fascinate a child's interest in its home?

Range our city in all its highways and byways—a well shaven lawn, an excellent assortment of rose bushes, some conventional shrubs and trees—all very neat, very attractive to the passerby, and all very satisfactory to the owner.

Father or husky mows the grass at regular intervals and romping children are warned not to wear it out or disturb the flowers, but where is the old fashioned swing, the teter board, turning bar, rings or any one of the numberless, innocent devices which will interest children and give a proper and healthy outlet to their energies? Not one!

I believe I am correct in stating that there are not in our city today a score of homes provided with these essentials for innocent childhood joy. It is trite to say that children are more to us than the flowers and their voices as sweet as the robin's note.

Our public playgrounds system, if such it can be called, is still in embryo, and at the most, it never can or should replace the home yard, where, under the loving supervision of the mother and the unflinching interest of the father, a group of children will grow up and forever look back with tender and affectionate memories, to the days when their home meant so much to them.

It is astonishing how little children need to make them happy. I have found that any discarded piece of furniture, if given to children, will be quickly utilized—their imagination supplying every deficiency. In fact, the conventional devices found in our public grounds may be often wholly ignored or replaced with a made-up play house—old chairs, a table and the like.

I know some boys who constructed a thrashing machine out of old boards, bicycle wheels and the like—a marvelous piece of work, which ran with a belt and a crank, much noise, and a maximum of surprise for every one who looked at it. Being an apothecary, I may perhaps be excused in touching upon substitution, which may often be a real agency for good.

What is the use of crying aloud against children walking the streets, if there is naught at home to hold or attract them? Why quarrel with the "movies"? They have a proper place in our daily lives; their educational value is untold.

All their evils would disappear if parents would but join with the owners and with the children in helping eliminate the unfit and help the best.

This has been our experience in the section of the city where we live, and this whole question of the curfew, ranging children, juvenile courts, and all the sordid stories which we hear, would quickly disappear if we, as parents, would perform our bounden duty within the confines of our dooryards and fulfill the obligations which we owe our children instead of inveighing against conditions which naturally succeed a parent's neglect.

The homely kitchen garden is coming into its own again as a medium of profit and home interest thanks to the unselfish work of citizens, school board officials and teachers, and in time, maybe, we as parents will cease to depend on school, church and city agencies for the rearing of our children and will come to a clear consciousness of our individual obligations."

Work for a Greater St. Johns

An Inconsistent World

What an inconsistent old world this is. It seems to be a settled trait in man to hate what he is striving for with all his might, but cannot obtain.

A man will ride three hundred miles in a stage, spending three days in the journey, burning up by day, freezing by night, tired beyond description, pay twenty-five dollars for the torture and never complain.

He will at the same time pay forty dollars per ton for carrying his goods over the same route, and if he receives it thirty days after shipment he will congratulate the teamster on having made so quick a trip.

But build a railroad over the same route, give the same man a drawing room; let him retire and have a good sleep, let the train start at eight p. m. and land him at his own home in time for an early breakfast next morning and charge him one-half the sum he paid the stage company for the same journey, and so soon as he has his breakfast he will sit down and while smoking his after breakfast cigar, explain to a passing neighbor that the railway is a monopoly that should be crushed.

When he reaches his place of business and finds the goods he shipped three days before all arrived and in good order, the sight of the freight bill with its charge of \$7 per ton, throws him into a rage and he tells his bookkeeper that the people ought to go out and tear up the railroad tracks and rid themselves of the soulless monopoly.

When will the world understand that the two working forces that make for civilization are money and brains, that without them men would, like Nebuchadnezzar, be eating grass like oxen and not much above the beasts in comforts or intelligence; that both are blessings to be treasured and regulated, but not crushed.—Goodwin's Weekly.

Wrong Methods Used

Referring to the made-in-Oregon campaign the Dallas Observer very properly says that if Oregon manufacturers would use the methods employed by those without the state instead of depending upon a paid propaganda by paid propagandists they might get more returns for their money. About the only manufactured product that is not widely advertised in Oregon newspapers is the made-in-Oregon product, and it is an established fact that advertising sells goods. True, money is spent on professional boosters who claim to be able to develop public spirit that will sell the home made product and a funny side of it is that they expect the newspapers who are not recognized by the manufacturers to get in and boost the game. But, as the Observer well says, if this money was spent in straight-out, legitimate advertising in the Oregon country newspapers there might be more practical results even if there was less hot air and fewer banquets attended only by those who do not need converting. The fellow the Oregon manufacturer must reach if he would increase his sales is the man who buys the eastern made goods and he can only be reached by the methods adopted by the eastern manufacturer—legitimate and skillful advertising.

Bids Wanted

The Board of Education of School District No. 2 will receive sealed bids for the following work:

Painting East St. Johns School; two coats on all outside wood work, roof and all spouting and gutters. Material will be furnished by the District, and bids to be for work only.

Bids must be handed to F. P. Drinker, chairman, not later than August 1st. The Board reserves the right to reject any and all bids, and when work is finished is subject to the approval of the Board.

Published in the St. Johns Review July 24 and 31, 1914.

A young girl wants a place for housework, or work by the day. Call on or write 609 East Richmond street.

Quite a Central Point

Whitwood Court is quite a central point. By crossing the free ferry here you can take a boat from the dock at St. Johns for any point up and down the river, or you can walk up the hill and take a St. Johns street car and transfer to any part of the city of Portland. Two trains a day stop here for flag that will take you to Ranier and other points north. Electric road sends three trains a day over the hills from Portland to Wilkesboro, besides several freights over the same road. The Germantown road intersects the St. Helens road at Whitwood Court station, where many people center to take cars for different parts of the state. The Germantown road is a fine macadamized road for five miles over the hills and two miles more will be finished this year. It intersects the new Hillside Boulevard which is being rapidly pushed to completion and when finished will be one of the most beautiful scenic drives to be found in the world. It affords the tourist one of nature's grandest views. One that will never be forgotten though the visitor may live in the earth's remotest bounds. The St. Helens passenger autos pass through Whitwood twice each day carrying passengers both to and from Portland, and also many express autos carrying many tons of goods from the city to many small towns along the road. Much more might be said in regard to the beauties and advantages this part affords, but space will not permit.—Linnton Leader.

Labor Day Program

Program and descriptive list of events for Firemen's Tournament to be held here on Labor Day, September 7th, under the auspices of Willamette Valley Firemen's Tournament Association:

10 a. m.—Grand parade by visiting and St. Johns departments.

11 a. m.—Exhibition drill; Girls' hose race.

1 p. m.—Hose race, New York test, Nott-Joslyn cup. Cup must be won three times by same department to be retained.

Event 2—Race against time; cup by W. M. Tower.

Event 3—Siamese race for time, \$15 first prize, \$10, second.

Event 4—Hose coupling for time, \$10 first, \$5 second.

Event 5—Ladder race for time, \$5 first, \$2.50 second.

Event 6—100 yard dash, \$20 first, \$10 second.

Event 7—Hose and ladder test for time, \$15 first, \$1 second.

Event 8—Patching leaky hose for time, \$5 first, \$2.50 second.

Event 9—Ladder race for time, \$20 first, \$10 second.

Event 10—Horsekey box test for time, trumpet by A. G. Long.

Event 11—Relay race, \$25 first, \$15 second.

Special event—Water fight exhibition, \$25 first, \$15 second.

6 to 7:30 p. m.—Banquet to visiting firemen by St. Johns Department.

8:30 p. m.—Grand ball.

Canadian Homesteads

Why pay \$50 to be located?

We give you full information where the best lands are in Western Canada and British Columbia that are close to railroad and town; name of guide on the ground; full directions to get maps and plats free; how to get homeseekers' tickets; everything you need to know and locate yourself; all for \$3.00. Remit amount by P. O. money order and we will send you the complete information at once. The Canadian Homestead Company, 73 Sixth street, Portland, Oregon. For reference, The Farm Magazine Company, Portland, Oregon, 411 Panama Building.

An order has been received at the Roseburg land office to the effect that 16 sections of land, formerly a part of the Umpqua forest reserve, will be thrown open for homestead entry on October 2. Entries may be filed as early as September 12. The land is situated almost directly west of Roseburg, in the Coast Range, and most of it is heavily timbered.

Pay your subscription.